



FOR IMMEDIATE RELEASE

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Bush Administration Official Honors East Bay Businesses For Export Achievement

Maria Cino, Assistant Secretary of Commerce and Director-General of the U.S. Commercial Service, today presented four Bay Area businesses with U.S. Commerce Department awards for achievement in exporting.

“Economic growth and job creation are top priorities of the Bush Administration, and increasing exports is one of the best ways to achieve those goals. We will continue to provide the tools to help these and other firms boost exports that create high-paying jobs for the people of California,” Cino said. “These companies represent some of the best in entrepreneurial ingenuity, and I congratulate them.”

A&J Electric Cable Corp. of Hayward received an Export Achievement Certificate. A&J Cable is a woman-owned wholesaler and distributor of industrial wire, cable and telecommunications equipment. After the firm participated in six weeks of Global Diversity Initiative training provided by the Oakland Export Assistance Center and the Bay Area World Trade Center, the firm started to utilize new export skills to aggressively pursue international market opportunities. These activities resulted in \$17,000 sale to Empresa Constructor TECSA, S.A., a Chilean company.

An Export Achievement Certificate was also awarded to Cholestech Corporation in Hayward, a manufacturer of cholesterol testing devices such as lipid profile analyzers. The firm worked with the Oakland Export Assistance Center to utilize trade missions, trade shows, matchmaking services and market research capability to grow their exporting. Using the Commercial Service’s Gold Key Matchmaking Service, Cholestech identified two new clients in Singapore and the Philippines that resulted in orders worth \$15,000 and \$20,000, respectively.

An Export Achievement Certificate was presented to Han’s Technology of Oakland, a minority-owned firm that specializes in design and installation of water pollution control technologies. As a direct result of trade counseling with the Commerce Department’s Export Assistance Center in Oakland, Han’s signed a joint venture agreement for a wastewater treatment plant in Qinzhen, China worth \$1.52 million. Han’s Technology has also participated in trade missions coordinated by the Commercial Service and the California Trade and Commerce Agency.

The Certificate of Appreciation was awarded to Ms. Jinsoo Terry. Terry, a Bay Area business owner, was recognized for her assistance to the Oakland Export Assistance Center with minority company outreach and trade promotion activities.

Last year, the U.S. Export Assistance Center in Oakland conducted more than 260 counseling sessions and facilitated more than \$14.3 million in exports, 25 percent of which were from minority- and woman-owned companies. Since January, more than 75 percent of the export successes have been for minority- and woman-owned firms. The U.S. Commercial Service, a U.S. Commerce Department agency that helps small and medium-sized U.S. businesses sell their products and services globally, includes a network of 107 domestic offices and over 150 international posts. In 2002, the U.S. Commercial Service helped U.S. businesses generate export sales worth more than \$23 billion. For more information on the U.S. Commercial Service, call Rod Hirsch, Director of the U.S. Export Assistance Center in Oakland at (510) 273-7350, or visit www.usatrade.gov.

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